

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: Leo Mamorsky, Managing Director, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: February 18, 2020

SUBJECT: Report for the February 2020 Commission Meeting

Following is the status update of ongoing and special projects in Product Development and Creative Services.

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/20/20):
 - a. \$1 – 5x *The Cash*
 - b. \$2 – 10x *The Cash*
 - c. \$5 – 20x *The Cash*
 - d. \$10 – 50x *The Cash*
2. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
369	\$3	Bag Toss Bucks	\$7,201,743	\$4,649,142	\$2,552,601	12/9/2019
392	\$1	Trip 7s	\$4,469,400	\$2,596,491	\$1,872,909	12/9/2019

3. *Ravens second-chance contest:* The final drawing was held 1/14/20; 729,942 entries were received.
4. *Holiday Cash & Dash second-chance contest:* The tenth drawing was held 1/2/20; 6,582,125 entries were received. The eleventh drawing was held 1/7/20; 6,987,166 entries were received. The twelfth and final drawing was held 1/14/20; 7,452,110 were received.
5. *Multiplier FOG second-chance contest:* The first drawing will be held on 3/3/20; as of 2/9/20, 5,894,615 entries were received.

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/24/20):
 - a. \$2 – *Ca\$h Money*
 - b. \$3 – *Bonus Crossword – 2nd Edition*
 - c. \$5 – *Strike It Rich*
 - d. \$10 – *Rose Gold*
 - e. \$30 – *Rose Gold Black*

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Keno Kicker Promotions*: On 1/20 from 8am to 10pm, some players enjoyed an extra winning number drawn on random Keno drawings.
2. *Powerball 10th Anniversary Promotion*: Promotion went live 1/30/20 and will run through 2/26/20. For every \$10 Powerball purchased on a single ticket, a free \$2 Quick pick Powerball ticket will be generated.
3. *FAST PLAY Product Launch*: A new category of games launched on February 10th, 2020 with five price points: \$1 Piggy Bank Bucks, \$2 Cherry Twist, \$3 Treasure Chase, \$5 Hit \$250, \$10 Lucky Numbers. \$10 Lucky Numbers features a progressive top prize – the prize starts at \$100,000 and grows with each ticket sold. The progressive prize is reset when a winning ticket is sold.

ii. Upcoming tasks:

1. *Keno Kicker Promotions*: Two remaining promotional dates of 2/20 and 3/20, from 8am to 10pm, players could see an extra winning number drawn on random Keno drawings.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Multiplier Family of Games*: Completed the production of all creative materials for the launch of the *Multiplier Family of Games*. The media buy included TV, radio, digital, social and out-of-home elements. It aired/ran from January 27 through February 16.
2. *FAST PLAY*: Completed production of *FAST PLAY* TV and radio spots, as well as all out-of-home and digital creative materials. The media plan was finalized and is a large effort, including TV/Cable/Connected TV, Radio/Pandora, Digital Bulletins, Metro Live Boards, Digital Video, and paid social. It is scheduled to run from February 18 through April 5.
3. *Rose Gold* and *Rose Gold Black*: Finalized media plan for the launch of *Rose Gold* and *Rose Gold Black*. The media will begin on March 2 and run through March 29. The media plan includes Pandora digital components, a large out-of-home effort, and a digital and social campaign.
4. *James Bond 007*: Worked with the licensor to develop several creative elements, including TV, radio, out-of-home, digital and point of sale.
5. *Baltimore Orioles* and *Mid-Atlantic Sports Network*: Finalized 2020 sponsorships with the *Baltimore Orioles* and the *Mid-Atlantic Sports Network (MASN)*. The Lottery will utilize both sponsorships to promote *FAST PLAY*. Additionally, the Lottery's on-going *Contestant of the Game* promotion through MASN will continue with *FAST PLAY* tickets as the mode of entry.

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6. *Minor League Baseball Sponsorships*: Finalized 2020 sponsorships with five Maryland-based minor league baseball teams – *Aberdeen Ironbirds*, *Bowie Baysox*, *Delmarva Shorebirds*, *Frederick Keys*, and the *Southern Maryland Blue Crabs*.

ii. Upcoming tasks:

1. *Rose Gold* and *Rose Gold Black*: Complete the production of all creative materials, including digital ads and several out-of-home elements.
2. *James Bond 007*: Review the *James Bond 007* media plan in late February. Continue working with the licensor to finalize all of the *James Bond 007* creative elements.
3. *Win \$50 or \$100*: Begin planning for the launch of *Win \$50 or \$100*.
4. *Baltimore Orioles*, *MASN* and *Minor League Baseball*: Work with GKV on the development of all baseball sponsorship materials.

b) My Lottery Rewards

i. Key Accomplishments:

1. 51,421 players engaged with *My Lottery Rewards* during January 2020; down 7% vs. December 2019.
2. The *Magic 8 Ball Bingo* scratch-off had the most ticket entries and the most unique enterers.
3. Nearly 50 million points were awarded to *MLR* members in January; up 1.5% vs. December 2019.
4. 20,845 *coupon rewards* were issued in January; 13,512 coupon rewards were redeemed.
5. Implemented and/or maintained two second chance promotions and seven points-for-drawings promotions during the month of January.

ii. Upcoming Tasks:

1. Work with SGI to implement new CRM platform, *Optimove*.
2. Maintain player communication for Prize Point conversion to Draw Points.
3. Finalize points-for-drawings prize components for quarter 3.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the *2020 Cash* scratch offs, *Multiplier* scratch-offs and second chance promotion, the rising *Powerball* jackpot and various winners' stories via social media and web assets.
2. Promoted the final *Ravens* second chance drawing deadline by building excitement for the drawing during the team's playoff run.
3. Collaborated with several departments to build the FAST PLAY game page on mdlottery.com.

ii. Upcoming tasks:

1. Execute digital and social plans for FAST PLAY.
2. Finalize social and digital plans for *Rose Gold* and *Rose Gold Black*.
3. Develop digital and social plans for the *James Bond 007* scratch-off and second chance contest.